

Dick Morris & Eileen McGann
2010 – Take Back America – A Battle Plan
Summary – prepared by Barbara Eames of
MorrisPatriots.org

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Part II – The Targets

The Senate

Republicans need to take ten NEW seats to gain control of the Senate:

Vacant seats, once held by Democrats

Almost Certain Republican pickups (3)

- Delaware – Former R governor, Mike Castle – not likely to lose
- North Dakota – R Governor, John Hoeven – likely to beat any opponent
- Indiana – Evan Bayh’s seat (retiring) would have lost to former R Senator Dan Coats

Very Likely Republican pickups (5)

- Arkansas – Blanche Lincoln’s seat – trails all four possible R challengers
- Nevada – Harry Reid’s seat – trails Sharon Angle, primary winner
- Colorado – Former R governor Jane Norton against Michael Bennet or Andrew Romanoff
- Illinois – Roland Burris’ seat – R Congressman Mark Kirk against D Alexi Giannoulis
- Pennsylvania – Arlen Specter lost primary to D Joe Sestak, against R Pat Toomey

Very Possible (1)

- California – Barbara Boxer (consistently polling less than 50% approval) against R Carly Fiorina

***Need Support now

- Wisconsin – D Russ Feingold, single most radical member of Senate against Ron Johnson, conservative businessman, who has just won endorsement of state Republican party – beating Feingold in polls
- Washington State – D Senator Patty Murray (under 50% approval) faces R Dino Rossi, who had disputed governor’s race stolen from him by 200 votes.
- Connecticut – Chris Dodd’s seat – D Richard Blumenthal (who made mis-statements about Vietnam service – very vulnerable) against Linda McMahon, who only trails Blumenthal by 3 points.

Mentioned in book - Could Be GOP Pickups (4)

- New York – D Kirsten Gillibrand is facing a number of credible candidates
- Oregon – D Ron Wyden – could be vulnerable
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Six Republican senators retiring – must win all six – Missouri, Ohio, New Hampshire (likely), Kentucky, Florida, Kansas (easy) – as of now, Republicans lead in all six states

- Missouri – Kit Bond’s seat – Congressman Roy Blunt (R) against (D) Robin Carnahan
- Ohio – George Voinovich’s seat – Rob Portman (R) against Jennifer Brunner or Lee Fisher (D)
- New Hampshire – Judd Gregg’s seat – Paul Hodes (D) against Kelly Ayotte, Bill Binnie,

or Ovide Lamontagne

- Kentucky – Jim Bunning’s seat – Rand Paul (R) against Jack Conway or Daniel Mongiardo
- Florida - Marco Rubio (F) or Charlie Christ (I) against Kendrick Meek
- Kansas – Primary contest between Todd Tiahrt and Jerry Moran – solidly Republican

House of Representatives

Republicans need to pick up thirty-nine seats to take control. In 1994, the GOP gained fifty four! From 17 retiring R’s, we should only lose one. From 14 retiring D’s, we should pick up eleven, for a net gain of ten seats among retiring Congressmen. That leaves 29 more seats to be won by R’s to gain control. With 16 on the most vulnerable House D’s list and 38 on vulnerable, there are 54 truly vulnerable Democratic incumbents. We should focus our efforts on the seats now held by Democrats whose districts voted for John McCain in 2008. Note those percentages on the following charts:

Note that John Adler (D-NJ-3) appears later, on the list of seats we should win.

17 Retiring House REPUBLICANS		14 Retiring House DEMOCRATS	
Safe Republican Districts (11):	McCain Vote %	Safe Democratic Districts (3):	McCain Vote %
Mary Fallin (OK-5th)	59%	Artur Davis (AL-7th)	26%
Nathan Deal (GA-9th)	75%	Kendrick Meek (FL-17th)	13%
John Boozman (AR-3rd)	64%	Robert Wexler (FL-19th)	34%
J. Gresham Barrett (SC-3rd)	64%	Districts Leaning Democratic (2):	
Roy Blunt (MO-7th)	63%	Joe Sestak (PA-7th)	43%
Todd Tiahrt (KS-4th)	58%	Neil Abercrombie (HI-1st)	30%
Zach Wamp (TN-3rd)	62%	Swing Districts (4):	
Jerry Moran (KS-1st)	69%	Brian Baird (WA-3rd)	45%
Henry Brown (SC-1st)	56%	Dennis Moore (KS-3rd)	48%
John Shadegg (AZ-3rd)	56%	Paul Hodes (NH-2nd)	43%
Adam Putnam (FL-12th)	50%	*John Murtha (PA-12th)	49%

17 Retiring House REPUBLICANS	
Districts Leaning Republican (4)	McCain Vote %
George Radanovich (CA-19th)	52%
Peter Hoekstra (MI-2nd)	51%
Adam Putnam (FL-12th)	50%
Jim Gerlach (PA-6th)	41%
Swing Districts (2)	McCain Vote %
Michael Castle (DE-at large)	38%
Mark Kirk (IL-10)	38%
<i>Best Guess: Republicans lose one seat</i>	

14 Retiring House DEMOCRATS	
Districts Leaning Republican (1)	McCain Vote %
John Tanner (TN-8)	56%
Strong Republican Districts (4)	
Charlie Melancon (LA-3rd)	61%
Bart Gordon (TN-6th)	62%
Marion Berry (AR-1st)	59%
Vic Snyder (AR-2nd)	54%
<i>Best Guess: Democrats lose eleven seats</i>	
<i>NET: GOP Gain from Retirements: Ten Seats</i>	

The 16 Most Vulnerable House Democrats:				
State (District)	Democratic Congressman	'08 vote	Freshman?	McCain Vote
Alabama (2nd)	Bobby Bright	50%	Y	63%
Colorado (4th)	Betsy Markey	56%	Y	50%
Florida (8th)	Alan Grayson	52%	Y	47%
Idaho (1st)	Walt Minnick	51%	Y	62%
Indiana (9th)	Baron Hill	58%	N	50%
Maryland (1st)	Frank Kratovil	49%	Y	59%
Michigan (7th)	Mark Schauer	49%	Y	47%
Mississippi (1st)	Travis Childers	54%	Y	62%
Nevada (3rd)	Dina Titus	47%	Y	43%
New Hampshire (1st)	Carol Shea-Porter	52%	N	47%
New Mexico (2nd)	Harry Teague	56%	Y	50%

Ohio (1st)	Steven Driehaus	52%	Y	44%
Ohio (15th)	Mary Jo Kilroy	46%	Y	45%
Pennsylvania (3rd)	Kathy Dahlkemper	51%	Y	49%
Virginia (2nd)	Glenn Nye	52%	Y	49%
Virginia (5th)	Tom Perriello	50%	Y	51%

Seats Republicans Should Win 38 VULNERABLE DEMOCRATS:				
State (District)	Dem Congressman	'08 vote	Freshman	McCain Vote
Arizona (5th)	Harry Mitchell	53%	N	51%
Arizona (8th)	Gabrielle Giffords	55%	N	52%
Arizona (1st)	Ann Kirkpatrick	56%	Y	54%
Arkansas (4 th)	Mike Ross	86%	N	58%
California (11 th)	Jerry McNerney	55%	N	44%
Colorado (3 rd)	John Salazar	62%	N	50%
Connecticut (4 th)	Jim Himes	51%	Y	40%
Florida (2 nd)	Allen Boyd	62%	N	54%
Florida (24 th)	Suzanne Kosmas	57%	Y	51%
Georgia (8 th)	Jim Marshall	57%	N	56%
Illinois (14 th)	Bill Foster	58%	Y	44%
Michigan (9 th)	Garry Peters	52%	Y	43%
Missouri (4 th)	Ike Skelton	66%	N	60%
NEW JERSEY (3rd)	JOHN ADLER	52%	Y	47%
New York (1 st)	Tim Bishop	58%	N	48%
New York (13 th)	Mike McMahon	61%	Y	51%
New York (19 th)	John Hall	59%	N	48%
New York (23 rd)	Bill Owens	49%	Y	47%
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Seats Republicans Should Win				
38 VULNERABLE DEMOCRATS:				
State (District)	Dem Congressman	'08 vote	Freshman	McCain Vote
New York (24 th)	Mike Arcuri	52%	N	48%
New York (25 th)	Dan Maffei	55%	Y	43%
New York (29 th)	Eric Massa	51%	Y	51%
North Carolina (8 th)	Larry Kissell	55%	N	47%
North Dakota (at large)	Earl Pomeroy	62%	N	53%
Ohio (16 ^h)	John Bocchieri	55%	Y	50%
Ohio (18 th)	Zach Space	60%	N	53%
Pennsylvania (4 th)	Jason Altmire	56%	N	55%
Pennsylvania (8 th)	Patrick Murphy	57%	N	45%
Pennsylvania (10 th)	Christopher Carney	56%	N	54%
Pennsylvania (11 th)	Paul Kanjorski	52%	N	42%
South Carolina (5 th)	John Spratt	62%	N	53%
Tennessee (4 th)	Lincoln Davis	59%	N	64%
Texas (17 th)	Chet Edwards	53%	N	67%
Utah (2 nd)	Jim Matheson	63%	N	58%
Virginia (9 th)	Rick Boucher	unopposed	N	59%
West Virginia (1 st)	Alan Mollohan	unopposed	N	57%
West Virginia (3 rd)	Nick Rahall	67%	N	56%
Wisconsin (8 th)	Steve Kagen	54%	N	45%

Part III - The Strategy

The best model for taking back Congress is the 1994 elections, when Republicans captured control of both houses. In 1993, Republicans also won upset victories for governor in NJ and Virginia! (Christie Todd Whitman beat Jim Florio by 49-48%).

There's no such thing as a moderate or conservative or "blue dog" Democrat. They all vote the party line when Nancy deems it necessary. They run as moderates, and then cave. "Moderates" are elected by swing districts. Every one of D's 60 votes were needed in the Senate (before Scott Brown), but only 218 of 257 D's in House. Many of the 39 others would have voted for health care, if their vote had been **needed**. Why? Because the political parties control most of the campaign funding for candidates.

After they voted to put Pelosi and Reid in control, no other vote mattered.

Forty eight D congressional reps come from districts that McCain carried in 2008.

Strategy: Run against Obama in 2010, not against your popular local incumbent, because of the President's low public support, and show that your incumbent seldom (never) strays from his agenda. The Democratic strategy will be to hide Obama, and rarely mention his strategies. Go after his policies and programs – high unemployment, health care, federal budget deficits, cap-and-trade and utility bills, inflation to come, the plunging dollar, abandonment of economic control to European banks, higher taxes to come, a government takeover of the economy, more bank bailouts, government ownership of GM, and letting our guard down against terrorism.

The Republicans won in 1994, because they ran against Bill and Hillary Clinton – the tax increases, and failed health care reform.

Don't just talk about issues – draw the **link** between government policies and their personal situations.

The traditional phenomenon of 5-10 point swings in the polls during the last days of the campaign because of “downscale voters” who don't pay much attention to politics until the end, and then return to the fold (there are more downscale D's than R's) won't happen this year. The issues are too big and important, and EVERYONE has been following them. It will be a referendum on Obama.

Don't confuse partisanship with opposition to Obama. Polling shows far more antipathy to the president than support for the Republican party. Don't attack Democrats. Attack Obama. Don't attack on left-versus-right issues like health care or government spending. Attack him for failures of leadership, for breaking his promises, for being ineffectual or weak, and for failing to listen to the people. You don't need to ask a 2008 Obama supporter to repudiate the ideology, but just to vote against Obama's failures.

Examples of failure to keep campaign promises: He promised to get us out of Iraq, to pass cap and trade, to end Don't Ask, Don't Tell, not to raise taxes on the middle class, to bring down the deficit, to close Guantanamo, to fix Social Security, to preserve Medicare, to reform immigration law, to renegotiate NAFTA, to support card check

Hit him on his weakness in foreign policy. Inaction on Iran and North Korea, and Putin and Chavez. The hand of conciliation offered to Arab nations has been ignored.

Liberals don't like the failure of the public option on health care, his backing away from a real global commitment at Copenhagen, the lack of cap and trade legislation, the inaction of gays in the military, the lack of immigration reform, the fact that Guantanamo is still open, and they think he's too cozy with Wall Street.

It is important to judge when the public wants debate, and when it wants consensus. Now is not the time for the middle of the road. It's a time for contrast and debate.

While Morris details a number of conservative reform issues dealing with earmarks, abuse by lobbyists and congressional family members, no tax increases, support for the line-item veto, and ethics abuses, he

cautions to stay on the offense, and not to get sidelined by making specific proposals for D's to attack (isn't this what we really hate about politicians?) Keep the focus on Obama and his policies.

Unemployment –

Voters still stubbornly blame Bush for unemployment and the recession, but they do blame excessive Washington spending and high deficits on Obama. Americans historically and still refuse to believe the Keynesian economic theory that deficits are good. Focus on the deficits as a cause of unemployment.

Healthcare –

If Obama wins the elections of 2010, socialized medicine will be back on the agenda.

There is much info and statistics about the increasing costs of Obamacare, the cuts to Medicare, the rationing of care, etc, to make this topic an easy sell to voters, a strong majority of whom do not believe that care will be improved or that they will receive tax cuts as promised during Obama's campaign, while they will see their costs will rise.

Afghanistan –

Obama has flip-flopped on policy by sending more troops, even as he sets a withdrawal date. He tries to appease both the right and the left at the same time, and shows that he is weak and malleable. Leave the policy alone and focus on the persona.

Negative campaign ads –

Candidates should answer every negative ad or risk the public assuming it's true. This worked for Bill Clinton. Anticipate negative ads by going through your candidates' voting records for possible votes or positions which could be used against them. This will enable you to respond quickly to negative ads.

Part IV – The Electronic Precinct

Political campaigns are coming full circle, like they were back in the nineteenth century when candidates themselves rarely spoke in public. They relied on party workers to spread the word. Television changed this process to focus on the candidates themselves, who could speak directly to the public. Today, the Internet is replacing television, as the diversity of news sources makes traditional advertising ineffective. Politicians suffer from a huge credibility gap, and people have come to distrust what they say, and to rely instead on the word of those they know. We are all experts, media creators – the campaign. Reach out to your constituents – your electronic precinct. Figure out a strategy for each voter on your list. GET PERSONALLY INVOLVED IN THE CAMPAIGN.

The internet transformed the 2004 Dean/Kerry/Bush election with its Swift Boat and MoveOn.org campaigns. Obama used e-mail addresses from his book signings to solicit small donations, and defeated Hillary Clinton. Because he was internet funded, he was only a click away from a deluge of small donations to keep him going. It took Hillary too long, and she maxed out her large contributors.

This time, the tea parties are the movement! Take back your party!